

Appln. Serial No. 09/944,969
Amendment Dated December 7, 2007
Reply to Office Action Mailed September 7, 2007

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AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions, and listings, of claims in the application:

- 1 1. (Currently Amended) A method of determining an economic impact of business policies, comprising the steps of:
 - 3 a) providing player definitions defining a plurality of players including and an associated set of rules defining a possible decision space, a decision-making process tree, an information set, an outcome function, and a payoff function for each player;
 - 6 b) translating the player definitions into at least one codified script; and
 - 7 c) executing the at least one codified script, wherein a result of the outcome and
 - 8 payoff functions at the end of execution of a script stage determines the economic impact of the
 - 9 business policies defined by the rules.
- 1 2. (Original) The method of claim 1 wherein the players are exclusively human.
- 1 3. (Original) The method of claim 1 wherein the players comprise a combination of human
2 and automated players.
- 1 4. (Currently Amended) The method of claim 1 further comprising the steps of:
 - 2 d) modifying the associated set of rules for one or more players; and
 - 3 e) repeating steps b)-c) according to the modified set of rules.
- 1 5. (Previously Presented) The method of claim 1 further comprising the step of:
 - 2 d) providing calibration data for the defined players based on empirical sales information, wherein the at least one script is generated in accordance with the player definitions
 - 3 and the calibration data.
- 1 6. (Original) The method of claim 1 further comprising the steps of:
 - 2 d) providing a plurality of scenarios defining variations on the set of rules associated with one or more players, wherein step c) further comprises the step of generating scripts
 - 3 corresponding to the player definition variations.

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1 7. (Previously Presented) The method of claim 1 wherein the at least one script is compiled
2 on the fly during execution.

1 8. (Previously Presented) The method of claim 1 wherein the at least one script is compiled
2 in its entirety before execution.

1 9. (Previously Presented) The method of claim 1 wherein the set of rules associated with at
2 least one player defines at least one business policy from the group comprising: advertising
3 policy, sales policy, returns policy, rebate policy, minimum advertised price policy.

1 10. (Currently Amended) An apparatus for determining an economic impact of business
2 policies, comprising:

3 a) a business process definition module for providing player definitions defining a
4 plurality of players including and an associated set of rules defining a possible decision space, a
5 decision-making process tree, an information set, an outcome function, and a payoff function for
6 each player;

7 b) a script translator module for translating the player definitions into codified
8 scripts, wherein the codified scripts define at least one simulation stage; and

9 c) a simulation module for executing the codified scripts, wherein a result of the
10 outcome and payoff functions at the end of execution of the at least one simulation stage
11 determines the economic impact of the business policies.

1 11. (Original) The apparatus of claim 10 wherein the players are exclusively human.

1 12. (Original) The apparatus of claim 10 wherein the players comprise a combination of
2 human and automated players.

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1 13. (Previously Presented) The apparatus of claim 10 further comprising:
2 d) a calibration module providing calibration data for the defined players based on
3 historical information, wherein the scripts are generated in accordance with the player definitions
4 and the calibration data.

1 14. (Previously Presented) The apparatus of claim 10 further comprising:
2 d) a scenario database providing a plurality of scenarios defining variations on the
3 set of rules associated with one or more players, wherein the script translator module generates
4 scripts corresponding to the player definition variations.

1 15. (Original) The apparatus of claim 10 wherein the scripts are compiled on the fly during
2 execution.

1 16. (Original) The apparatus of claim 10 wherein the scripts are compiled in their entirety
2 before execution.

1 17. (Previously Presented) The apparatus of claim 10 wherein the set of rules associated with
2 at least one player defines at least one business policy from the group comprising: advertising
3 policy, sales policy, returns policy, rebate policy, and minimum advertised price policy.

1 18. (Previously Presented) A method of predicting a behavioral outcome resulting from a
2 business rule, comprising the steps of:
3 a) defining at least one player, business rules, and an environment that defines
4 actions that the player can take in accordance with the business rules;
5 b) translating the definitions into a codified script; and
6 c) determining a behavioral outcome resulting from player-selected actions during
7 execution of the codified script.

1 19. (Original) The method of claim 18 wherein the behavioral outcome includes an
2 economic state of each player.

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- 1 20. (Previously Presented) The method of claim 18 further comprising the step of:
 - 2 d) executing variations of the codified script.
- 1 21. (Previously Presented) The method of claim 18, further comprising:
 - 2 receiving historical data and producing calibration data based on the historical data,
 - 3 wherein the codified script is translated from the definitions and the calibration data.
- 1 22. (New) The apparatus of claim 10, wherein in response to modification of the set of rules for one or more players, the script translator re-translates the player definitions into modified scripts, and the simulation module is for executing the modified scripts.
- 1 23. (New) The method of claim 18, further comprising:
 - 2 modifying the definitions;
 - 3 translating the modified definitions into a modified script; and
 - 4 determining another behavioral outcome resulting from player-selected actions during execution of the modified script.